



JUL 28 2004

**MEMORANDUM FOR THE RECORD**

**TO:** NOAA Executive Panel Members

**FROM:** CDR Garner Yates *Kelly L. Quickle*  
Executive Director to Chief of Staff *for*

**SUBJECT:** Guidance for writing articles for the DOC Executive Management Team (EMT) Report

Every Monday morning the Under Secretary, or his representative, attends the Department of Commerce (DOC) Executive Management Team (EMT) meeting presided over by the Secretary of Commerce. The purpose of the meeting is for every DOC Under Secretary to inform the Secretary of high-level issues within their respective bureaus. For the purpose of this meeting, the NOAA Program Coordination Office (PCO) compiles a comprehensive report to brief the Under Secretary on important NOAA issues and events.

The EMT report is dated one week out. The articles are submitted on Thursday for a report collated the next day and dated the following Monday. For example, Thursday, February 5th, submissions are collated on Friday, February 6<sup>th</sup>. The EMT report is dated Monday, February 9<sup>th</sup>.

The Under Secretary presents material from this report at the Monday, February 9th EMT meeting with the Secretary of Commerce.

**What to include in line office submissions:** Vice Admiral Lautenbacher (VADM) is looking for activities that he or the Secretary need to know about or may be interested in. The EMT report is less formal than the Weekly report and serves as a list of talking points for the VADM to when it is his turn to speak at the Secretary's EMT meeting. The VADM cannot cover every item in the report in his allotted time, but he does read them for his own edification. Normally the VADM covers the red and yellow items and those green items of interest as time permits. Please include the name and phone number of an individual who can be contacted by PCO with questions regarding the submissions. Following is detailed guidance for submissions to the EMT report.



### Structuring your input:

- **FORMAT/FONT** – Please send articles as MS Word files, 12-point font, Times New Roman type-face only.
- **TITLE** – Please be sure that each item has a short, informative title and that the title is in **bold** print, followed by a colon, also in bold. If acronyms are used in the title, this is where they need to be defined. All acronyms (with the exception of NOAA) must be spelled out the first time with the acronym following in parentheses. Line offices should be referred to as: NOAA Fisheries, NOAA Oceans and Coasts, NOAA Satellites and Information, NOAA Research, NOAA's National Weather Service, NOAA Marine and Aviation Operations, and NOAA Program, Planning and Implementation.

### Content:

- **SUITABILITY** -  
*RED* - hot/controversial topics, need to tell the Secretary, trouble may arise  
*YELLOW* - important issues to tell the Secretary  
*GREEN* - nice stuff, good news stories, kudos
- **TIMELINESS** - The items in the report are to contain dates that occur the week of the dated report, or have happened in the previous week. For example, the EMT report dated February 9th may only contain items dated February 2nd through February 13th. Items further than one week in the future would normally be submitted as a Weekly report item.
- **CLARITY** - Submissions need to be written for the right audience, i.e., for the Secretary and the DOC Under Secretary's. They need to be clear and concise. Do not assume the Under Secretary is completely familiar with the issue. Include some background information. Remove technical lingo and explain things in plain language for someone who is not familiar with these programs. The articles need to contain details (including dates and locations) and explain what the issues are. Do not send long paragraphs – keep them as brief as possible. Do not include too many non-principals' names (try to keep at the AA level and above). Be sure to include the basics: who, what, when, where, and why. PCO will contact you if these details are not present in each submission.
- **SO WHAT?** - This is the "why" from the bullet above. Explain the relevance or importance of an event or issue that is being highlighted.
- **CLIMATE** - The Under Secretary has noted that climate items are a priority, and he'd like to report on them.
- **PROMINENT INDIVIDUALS** - Structure the articles to identify members of Congress, state Governors, and other prominent individuals at the beginning of the text.

- **CONSTITUENCIES** - Submissions need to identify the specific constituency(ies) affected by the item being reported. Simply referring to these parties as “industrial interests” or “the public” is not sufficient. For example, if a local sport fishery and a commercial fishery will both be affected by a single event or act of legislature, provide a concise statement of facts identifying both parties, summarize their concerns and why this is important to the Department.
- **LINK TO THE NOAA STRATEGIC PLAN** – Include the overall relevance to NOAA’s mission and strategic goals. *Do not quote which goal*, just summarize the overall relevance to the goal and our mission. VADM Lautenbacher would like, when possible and logical, for all EMT articles to explain any on-going processes or programs resulting with the reported result/project. Ideally the EMT item relates to a managed activity that produced a result in line with the office’s and NOAA’s Strategic Plan.
- **WHERE DID THE MONEY COME FROM?** – VADM Lautenbacher would like, when possible and logical, for all EMT articles to include budget information.
- **SENSITIVITY** – If this item is for internal use only, for official government use only, for official use only, or an item you do not want the general public or media to know immediately about- **MARK IT ACCORDINGLY**.

**How to send Line Office input to PCO:** Please make clear in subject line of your E-mail what the E-mail is covering, e.g., NOS EMT Mar 10, OAR EMT Mar 17, etc. If there is nothing to report, please send an E-mail to this effect so PCO won’t have to try to contact your office for input. Please send articles as an MS Word file, 12-point font, Times New Roman type-face only, with a bolded title followed by a colon. PCO requests this information by COB Thursday. Please send the reports to [emt.raw@noaa.gov](mailto:emt.raw@noaa.gov).

#### **EMT Submission Examples:**

##### **RED:**

**Right Whale Dynamic Area Management (DAM) Rule:** On July 11, a DAM action was triggered by the sighting of four North Atlantic right whales east of Cape Cod, MA. The DAM zone is approximately 1,638 square nautical miles. All anchored gillnet and lobster trap/pot gear must be modified accordingly to fish within this zone. The DAM is effective from July 24 through August 7, 2004.

**Significance:** NOAA Fisheries works to protect marine mammals under its jurisdiction, including whales, dolphins, porpoises, seals, and sea lions. The DAM program provides Assistant Administrator for Fisheries specific authority to restrict temporarily, on an expedited basis, the use of lobster trap/pot and anchored gillnet fishing gear to protect North Atlantic right whales in areas where the animals congregate. It also establishes criteria and procedures for implementing a DAM zone. The DAM zone will be approximately 1,638 square nautical miles

in July and approximately 1,688 square miles in August. Six previous DAM actions have been implemented since November 2003.

#### **YELLOW:**

**Update on Sea Turtle Strandings in Georgia:** Over the past week, NOAA Fisheries Enforcement and the U.S. Coast Guard have conducted approximately 60 boardings on shrimp vessels in the concentrated area of the strandings. As a result of the boardings, two seizures occurred. One vessel had no turtle excluder device (TED) installed and the other had modified the TED. In both cases, the shrimp catch and nets were confiscated. If strandings remain high, NOAA Fisheries may implement a temporary rule to close the waters to night-time shrimping operations.

**Background:** Turtle strandings have been extremely high off the Georgia coast for the last three weeks. Since May 9, over 80 dead sea turtles have stranded on the Georgia coast. This level of strandings is one of the worst in the state's 15-year reporting history. Strandings include threatened loggerheads, endangered Kemp's ridleys, leatherbacks, and green turtles. Strandings prior to this event have been low and average. The stranded animals are in good condition indicating this is not a disease or debilitation event. A similar stranding event happened in 2002, when there were 93 strandings during the same two-week period.

**Significance:** NOAA Fisheries works to protect sea turtles under the Endangered Species Act. Highly localized strandings indicate there may be a new problem with fishery interactions or non-compliance with existing regulations that are designed to protect sea turtles. Some management response could be needed. NOAA Fisheries will continue to monitor the situation closely

#### **GREEN:**

##### **NOAA Oceans and Coasts Center for Operational Products and Services (CO-OPS)**

**Implements Two New Physical Oceanographic Real-Time Systems (PORTS):** On June 1, CO-OPS is adding two new PORTS for the ports of Tacoma, WA and New Haven, CT. Tacoma and New Haven are the eleventh and twelfth PORTS systems respectively. Tacoma is the fifth largest container port in North America handling 22 million tons of cargo annually while New Haven handles nearly 11 million tons. More than 95 percent of U.S. overseas trade by volume is transferred by ship, including nine million barrels of oil imported daily.

**Significance:** PORTS is a highly successful NOAA program supporting safe, cost-efficient marine transportation by providing accurate real-time oceanographic and meteorological data. Users of PORTS information include port authorities, vessel pilots, shipping companies, U.S. Coast Guard, U.S. Navy, recreational boaters, fishermen, coastal managers, environmental organizations, academia, and surfers.

### **National Polar-orbiting Operational Environmental Satellite System (NPOESS) Direct**

**Readout User's Forum:** On May 19-20, the NOAA Satellites and Information Integrated Program Office (IPO) hosted the third direct readout user's forum at Space Park in Redondo Beach, CA, to continue planning for the development and deployment of NPOESS field terminal specifications and software, and to discuss agency activities to support the NPOESS program. Representatives from NOAA's Satellites and Information Service including IPO and its contractors, U.S. Air Force, U.S. Army, U.S. Navy, and industry field terminal developers were in attendance. Each of the IPO partners--NOAA, NASA, and DOD--presented their activities in implementing a NPOESS memorandum of agreement to handle all aspects of agency field terminals.

**Significance:** This forum is held every 6 months to increase agency satellite direct readout activity awareness of planned changes in direct broadcast services from NPOESS. Direct broadcasts from this system are critical to the national and international weather and water community, and commerce in general. Meeting with the field terminal designers and manufacturers allows NOAA to identify program changes and address our user community requirements and concerns. This forum also promotes international cooperation and collaboration in direct broadcast and is expected to support the Group on Earth Observations System of Systems activities.

**NOAA Fisheries to Submit 2003 Status of Stocks Report to Congress:** The 2003 Status of Stocks Report to Congress is based on assessment results that were completed as of December 31, 2003. For 2003, four stocks were declared fully rebuilt - Georges Bank winter flounder in the Northeast, Atlantic blacktip shark, and South Atlantic and Gulf of Mexico stocks of yellowtail snapper. Overfishing has been halted for six additional stocks--spiny dogfish, summer flounder, yellowtail snapper (South Atlantic and Gulf of Mexico stocks), North Atlantic swordfish and blacktip sharks

**Significance:** The Report to Congress describes the state of our Nation's fisheries and the effectiveness of fisheries management under the Magnuson-Stevens Fishery Management and Conservation Act as amended in 1996 by the Sustainable Fisheries Act (SFA). The SFA placed critical emphasis on the need to end overfishing, rebuild overfished stocks, and establish management plans designed to ensure biologically and economically sustainable fisheries. A stock that is above an established fishing mortality (harvest) rate is said to be subject to overfishing. A stock that is below its prescribed biological threshold is considered overfished. NOAA Fisheries reviewed the status of each stock using the best available, most current scientific information. Our Nation's fisheries are moving in the right direction. Our management efforts have been successful and the general biological trends for our Nation's stocks have been positive.

### **NOAA Search and Rescues Satellite Aided Tracking (SARSAT) System Rescues Seven:**

Seven SARSAT rescues were recorded this past week from two separate incidents. On July 12,

the U.S. Coast Guard in New Orleans, LA, received a cell phone call from the fishing boat *Amvina II*, stating the boat was taking on water. The Coast Guard was unable to obtain the boat's position due to a poor cell phone connection and advised the operator to manually activate his emergency beacon. SARSAT detected the signal and the Coast Guard launched a helicopter to the area (White Lake, LA). The Coast Guard arrived at the scene and lowered pumps to the disabled boat. The boat was successfully dewatered and traveled to port under its own power. On July 17, SARSAT detected a distress signal in Galveston, TX. The U.S. Coast Guard located the fishing boat Lucky Year, which was taking on water and was barely staying afloat. The Coast Guard helped dewater the boat and safely towed the four crewmembers and their boat to port in Galveston, TX. SARSAT saves since December 31, 2003, total 141.

Significance: The SARSAT Program protects life and property by providing accurate, timely, and reliable distress alert and location information to search and rescue authorities.

**NOAA Celebrates Environmental Restoration Accomplishments:** On July 20, the NOAA Fisheries Restoration Center held an event to celebrate accomplishments of the NOAA Community-Based Restoration Program (NOAA CRP) at the Dirksen Senate Office Building. The event was co-sponsored by Senator Judd Gregg (R-NH) and Representative Bill Young (R-FL). Assistant Secretary Mahoney provided remarks for NOAA and DAA for NOAA Fisheries. Rebecca Lent served as emcee. Senator Gregg, Representative Sam Farr (D-CA), Representative Lynn Woolsey (D-CA) and Representative McDermott (D-WA) spoke at the event. Several habitat restoration partners scheduled visits with their Congressional representatives for later in the day as well. The event brought together more than 15 partners from 13 coastal states with their congressional representatives to recognize this highly successful community-based program.

Significance: Working with partners, the NOAA CRP restores mangroves, wetlands, coral reefs, oyster reefs, submerged aquatic vegetation beds, salt marshes, riparian spawning grounds and many other habitats. In addition to ecological benefits, these projects: (1) Contribute to a healthy economy through job creation; (2) Provide opportunities for the public to participate in hands-on restoration to enrich their coastal communities; and (3) Generate long-term stewardship for the nation's living marine resources. In 2004, more than 3,000 volunteers helped complete restoration projects, contributing 41,000 volunteer hours. Since 1996, more than 800 projects in 26 states have been implemented with \$33 million in NOAA funds. These funds were matched up to five times by national and regional habitat restoration partners.